

## **America Recycles Week 2019 Scheduled Events and Themes**

### **Overview**

The week of America Recycles Day (ARD) is an important opportunity for members of the America Recycles Network to come together, both on ARD and during the days leading up to ARD. Many organizations use this time to celebrate and promote the United States recycling system and have planned events during this week. In support of the EPA's anticipated 2019 America Recycles Summit, EPA would like to work with America Recycles Network members to leverage the planned activities and available resources to reinforce and amplify desired messaging. This document provides an overview of the events already scheduled, proposes events that would be valuable to support specific recycling messages, and provides more information on EPA co-sponsored events.

### **America Recycles Week Proposed Schedule**

During America Recycles Week, EPA proposes that each day reflect a different theme related to the America recycles work. The week would culminate on Friday with the 2019 America Recycles Summit. The 2019 Summit would provide an opportunity for the America Recycles Network to come together in a half-day event to highlight progress made by the America Recycles workgroups and engage with the organizations who signed the 2018 America Recycles Pledge.

### **Communications Needs**

We propose that in addition to the coordination of events scheduled this week, members of the America Recycles Network should coordinate communication efforts during the week. This coordination will include cross-postings on social media, press releases, and attendance at schedule events. EPA will facilitate multiple conference calls in advance of America Recycles Week for America Recycle Network members and their communications staff to help coordinate messages for the week. A document with all expected communications material will be created for members of the America Recycles Network to use during America Recycles Week.

***Monday, November 11<sup>th</sup> – Veteran's Day*****Themes:** Enhance Infrastructure for a stronger domestic recycling system.**Key Messages:** Recycling creates jobs. Support workforce development efforts.

Planned/Proposed Events	Time Commitment	Lead Organization	America Recycles Network Role	Additional Connections
Keep America Beautiful (KAB) is presenting an award to the Recycling Hero(es) from Fort Bliss. Fort Bliss in El Paso, Texas has an aggressive recycling program and awards individuals monthly for their recycling efforts. At this event KAB could announce a program to help develop similar recycling programs at other military bases.	TBD	KAB	Support messaging	The Department of Defense could be included in this effort as Fort Bliss's efforts are part of DOD's Net Zero program. In addition, there is a standing Executive Order to encourage Efficient Federal Operations which promotes recycling in federal facilities and could be leveraged for more federal involvement.
Proposed: The National Association of Manufacturers (NAM) has a workforce development and training program. Messaging or an event highlighting the need for more workers in the recycling industry could be structured using NAM's program.	TBD	NAM/ISRI	Support messaging	The Federal Perkins Loan Program supports technical schools which could support workforce development.
Tentative: The National Waste and Recycling Association (NWRA) plans to have programming/messaging around veterans finding employment in the recycling industry.	TBD	NWRA	Support messaging	
Tentative: Veteran's Compost is a Maryland based Veteran Owned Business turning organic waste into compost. Veteran's Compost is about two things: 1. employing veterans and their family members; 2. turning food scraps into high-quality compost.	TBD	TBD	Support messaging	

**Tuesday, November 12<sup>th</sup>****Theme(s):** Measurement**Key Message:** Measurement is key to tracking progress.

Planned/Proposed Events	Time Commitment	Lead Organization	America Recycles Network Role	Additional Connections
Proposed: EPA announcement of 25 <sup>th</sup> Anniversary of the WasteWise program. WasteWise is a measurement tool that can potentially be used to track progress on America Recycles Day commitments.	Announcement	EPA	Join WasteWise; support messaging	
Proposed: Promote messaging that highlights the individual impacts of recycling. For example: KAB's "Life of Two Landfills"; SC Department of Commerce message on bottle recycling; EPA's IWARM app; ISRI's economic data on jobs supported by recycling.	Announcement/Social media messaging	TBD	Provide other relevant messages; support messaging	Messaging should connect with individuals. People want to understand how recycling connects to them and their communities more than they need to understand how it is beneficial on a national scale.
Proposed: Event based around the Municipal Measurement Program	TBD	TBD	TBD	
Placement Option 2: Institute for Scrap Recycling Industries "State of Recycling" Hill briefing.	TBD	ISRI	Provide some suggested messaging	

**Wednesday, November 13<sup>th</sup>****Theme:** Markets**Key Message:** Create demand for quality materials.

Planned/Proposed Events	Time Commitment	Lead Organization	America Recycles Network Role	Additional Connections
Institute for Scrap Recycling Industries “State of Recycling” Hill briefing.	TBD	ISRI	Provide some suggested messaging	
U.S. Chamber of Commerce Foundation will be hosting their annual Corporate Citizenship Conference. A session at the conference should highlight how public-private partnerships can enhance markets for recycled materials.	All day	U.S. Chamber of Commerce Foundation	Participate in conference session	
Proposed: A session at the Corporate Citizenship Conference could involve a panel of investors such as Self-Help Credit Union, Circulate Capital, and Closed Loop Partners. The investor representatives could provide information on how to obtain funding for various recycling infrastructure projects or recycling related programs.	1 hour	TBD	Participate in conference session, provide suggestions for panelists.	
Proposed: A session at the Corporate Citizenship Conference could showcase brands who have committed to incorporating recycled content in to their products. This could be an opportunity to highlight commitments made by manufactures and product purchasers on using more recycled content.	1 hour	TBD	Participate in conference session, provide suggestions for panelists.	Helps promote the idea of buy recycled which can help create demand thereby supporting market development for recycled materials.
Proposed: Messaging that promotes the “buy recycled” message.	TBD	TBD	TBD	
The Recycling Partnership’s in-person board of directors and committee meetings	TBD	The Recycling Partnership	None	

<b>Thursday, November 14<sup>th</sup></b>				
<b>Theme:</b> Education and Outreach <b>Key Messages:</b> Recycling remains strong. Buy Recycled.				
<b>Planned/Proposed Events</b>	<b>Time Commitment</b>	<b>Lead Organization</b>	<b>America Recycles Network Role</b>	<b>Additional Connections</b>
U.S. Chamber of Commerce Foundation will be hosting their annual Corporate Citizenship Conference.	All day	U.S. Chamber of Commerce Foundation	Participate in conference	
U.S. Chamber of Commerce Foundation Corporate Citizenship Conference field trips. Field trips are arranged to a variety of locations to support topics covered during the conference.	Afternoon	U.S. Chamber of Commerce Foundation	EPA's "Innovation Fair" or other events could serve as a field trip	
"Innovation Fair" showcasing recent advances in materials and recycling technology. This event will showcase products and technologies that are advancing recycling. Funders will also be invited. Exhibitors may include: <ul style="list-style-type: none"> <li>ISRI's Design for Recycled Content award recipients</li> </ul>	Afternoon	EPA, Others?	Provide logistical support	
"How to Recycle" / "What Happens to What You Recycle" demo sessions, possibly in association with Innovation Fair that could be live-streamed.	Afternoon?	TBD	TBD	
Reception for America Recycles Network organizations. The reception would be an opportunity to network.	5-7 pm	KAB, ISRI, Others?	Participate in event	
Funders meeting for The Recycling Partnership	All Day	The Recycling Partnership	None	

**Friday, November 15<sup>th</sup>****Theme:** Working together across the recycling system to improve Education, Infrastructure, Markets, and Measurement**Key Message:** We must work together to improve our domestic recycling system.

Planned/Proposed Events	Time Commitment	Lead Organization	America Recycles Network Role	Additional Connections
Proposed: Executive-level Roundtable meeting with Administrator Wheeler. Meeting will provide executives the opportunity to discuss progress on their specific initiatives and their involvement in the America Recycles Network.	~1 hour in the morning	EPA	EPA will facilitate the meeting and organize the logistics.	Administrator Wheeler may present the finalized Framework to the group.
<p>2019 America Recycles Summit at EPA</p> <p>The Summit objective and format is still under development. It could include panel discussions, presentations by workgroup/priority action leads, announcements by senior leadership (e.g. the EPA Administrator could announce publishing the Framework, progress made to-date, and looking ahead to future work).</p> <p>Could be an announcement of a “pledge renewal” to extend our commitments to working together.</p>	likely from 10am-2pm	EPA, KAB, Others?	EPA will facilitate the meeting; KAB and ISRI may cosponsor and/or handle logistics (under discussion); Contract support will be used to help facilitate the meeting.	<p>The summit is another opportunity to highlight the need for investors in this area. Some portion of the program could bring in investors to speak to the whole America Recycles Network on how they can effectively secure financial backing for recycling projects.</p> <p>KAB may use this event to present on the Consumer Insights Report or other programs they are advancing.</p>

<b><i>Other Activities to Occur During the Week</i></b>				
<b>Planned/Proposed Events</b>	<b>Time Commitment</b>	<b>Lead Organization</b>	<b>America Recycles Network Role</b>	<b>Additional Connections</b>
<b>Tentative:</b> DC Department of Public Works Director Chris Geldart to appear on a local Morning TV Show or radio talk show to discuss How Recycling Works.		DC Department of Public Works	Support messaging	
<b>Tentative:</b> A new commercial or video for District Residents on How Recycling Works with the goal of growing trust in the process and an understanding of why to keep out common contaminants.		DC Department of Public Works	Support messaging	
<b>Tentative:</b> Recycling Collection Truck Wraps: Messages being considered: truck 1- do not bag recyclables; truck 2 – Look for the How2@ecycle label.		DC Department of Public Works	Support messaging	